

Subject: RE: Sign District
From: "TRIFILETTI, LISA" <LTRIFILETTI@lawa.org>
Date: 04/27/2015 04:02 PM
To: "Laurie Hughes" <lhughes@gatewaytola.org>, "Geoff Maleman" <gmaleman@aol.com>

That is ok.

From: Laurie Hughes [<mailto:lhughes@gatewaytola.org>]
Sent: Monday, April 27, 2015 4:02 PM
To: Geoff Maleman; TRIFILETTI, LISA
Subject: Sign District

Lisa / Geoff,

In all likelihood I will be the only person from GW at the meeting tomorrow. Grant can no longer go and Charles Bassett is having second thoughts largely due to concern about being on record about reducing signage.

Much as I tried to explain that this signage referenced signage / billboards on LAWA land, his company is concerned that it may come back to bite them as they develop new property and add signage.

Perhaps this could be worded better to specify on LAWA land.

Protect adjacent communities from potential adverse impacts of new signage by avoiding visual clutter, including visual impacts of excessive number of signs, excessive sign size, sign illumination, and sign motion/animation.

Laurie Hughes

Executive Director

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